Subject: Re: Video.mov
From: Joshua Rubenstein <n5373@lapd.online>
Date: 8/20/20, 5:18 PM
To: Michel Moore <23506@lapd.online>
CC: Dominic Choi <32350@lapd.online>, Shannon White <39138@lapd.online>, "Steve Soboroff" <steve@soboroff.com>, Jeff Gorell <Jeff.Gorell@lacity.org>, "Brian Raffish" <26689@lapd.online>, Stacy Spell <30971@lapd.online>

Chief-

We met this morning. As soon as we get the pictures from Shannon we will be pushing out a press release (and pitching to media for potential story). We will also push out on HQ, Instagram, and Facebook. And we will have a banner on our webpage with pictures of the masks and our accompanying messaging.

Josh

> On Aug 20, 2020, at 5:15 PM, Michel Moore <23506@lapd.online> wrote:
>
> Dom, Shannon, Josh
>
> I would like to discuss with Mayor tomorrow. How soon on the public messaging and logistics of getting to our people?
>
> I am asking that this initiative match and exceed our marketing on Dodger baseball card.
>
> Can i get a couple samples for tomorrow mid morning?
>
> Mike
>
> <Video.mov>